PRO RODEO

OFFICIAL PRO RODEO NEWS

Professional Rodeo Cowboys Association
101 Prorodeo Drive
Colorado Springs, CO 80919

PENTAX
OFFICIAL PHOTOGRAPHIC CONSULTANT
TO THE PRO RODEO COWBOYS ASSOCIATION

CONTACT:
David Allen/Natl. Media Dir.
Phone: (303) 593-8840

For release: IMMEDIATELY

WRANGLER

Wrangler's promotional efforts, designed to support and strengthen PRCA rodeo, include the annual Wrangler Rookie of the Year awards of cash and trophy buckles for outstanding first-year members, and the Wrangler Prorodeo Bullfighter Championship Series, which provides added recognition and cash prizes to rodeo arenas' funnymen when their business turns deadly serious.

Rookie PRCA contestants, both on a national level and in the PRCA circuit system, are given the opportunity through the Wrangler Rookie Awards to win special bonuses by earning the highest number of prize money dollars in their first year of contesting. The Wrangler Awards offer gold and silver belt buckles and cash bonuses.

Designed as a crowd-pleaser, Wrangler Bullfighter contests throughout the year invite PRCA rodeo clown-bullfighters to compete and be judged in bull rider protection, bullfighting skill and showmanship.

—30—

2049438339

PROFESSIONAL RODEO COWBOYS ASSOCIATION INC

Source: https://www.industrydocuments.ucsf.edu/docs/rtvn0004